A Presentation for

# Philip Morris

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# SUMMARY

rformance International

is Teleperformance Intl.?

Our Key Figures

Our Future

& Answers



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*reate and execute successful telemarketing and teleservices solutions by offering the highest levels of expertise in communications, marketing and technology.'*

**nked as the # 1 international service bureau in the Telemarketing & Teleservices industry (96 / 97 / 98)!**

('Telemarketing & Call Center Solutions' magazine ranking, excluding the US domestic market).

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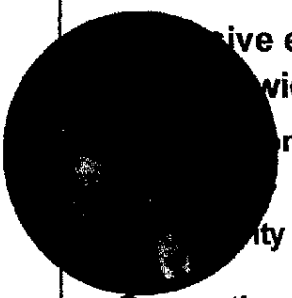
# OUR HISTORY

- Founded in 1978
- ive experience in terms
  wide Teleservices & Telemarketing:
  nal database, central reporting
  ty of the teams (avg. 8 years)
- Currently operating in 27 countries
- Over 5,000 workstations in more than 70 call centers worldwide



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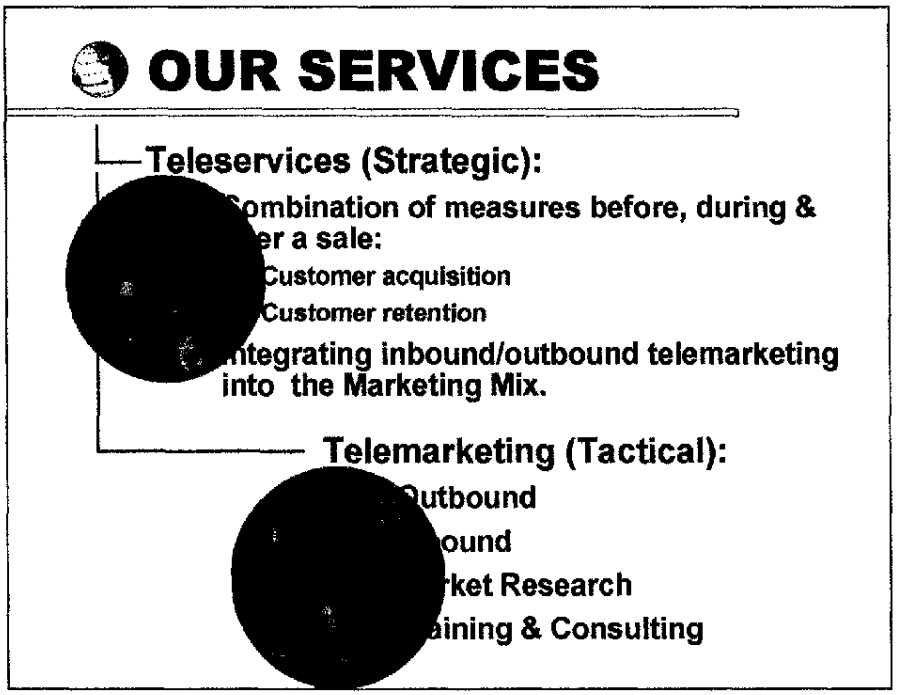


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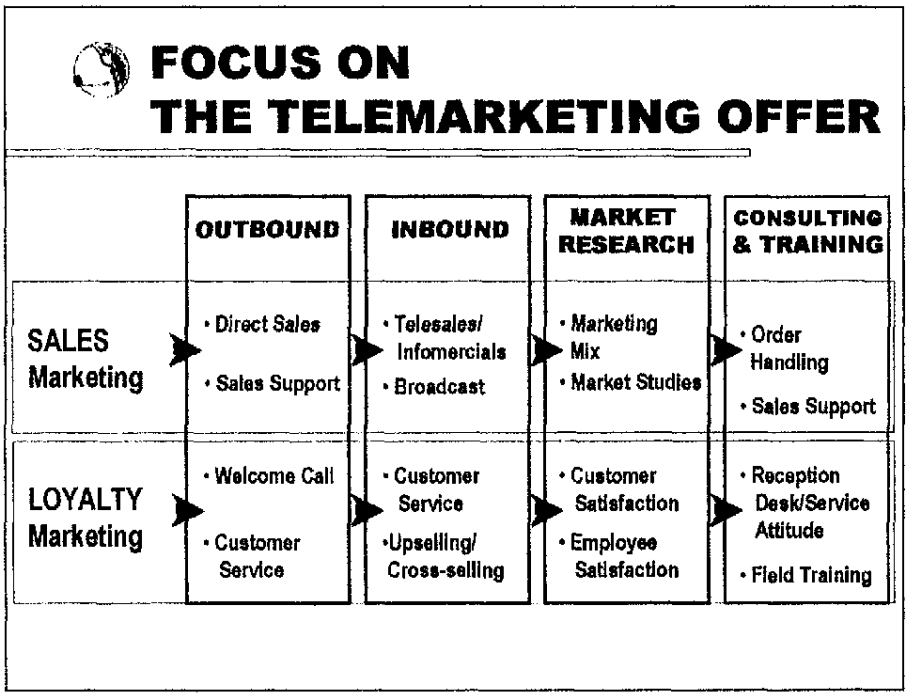




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# OUR APPROACH

***COMPANY'S PHILOSOPHY:***
***cceed through our clients' success'***

- The ***'MTI'*** approach
- ***ISO 9002*** certification
  ***(currently 12 subsidiaries in 6 countries ISO certified)***
- An International Group

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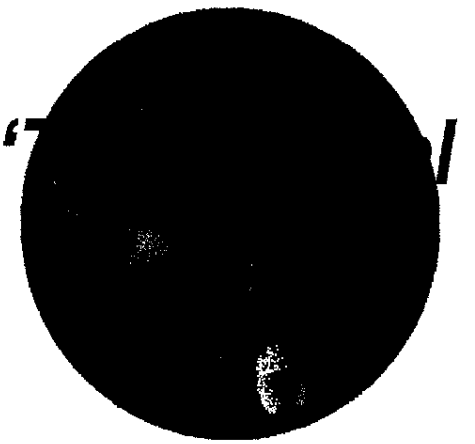
# THE TELEPERFORMANCE INTERNATIONAL GROUP



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# THE TELEPERFORMANCE INTERNATIONAL WORLDWIDE NETWORK

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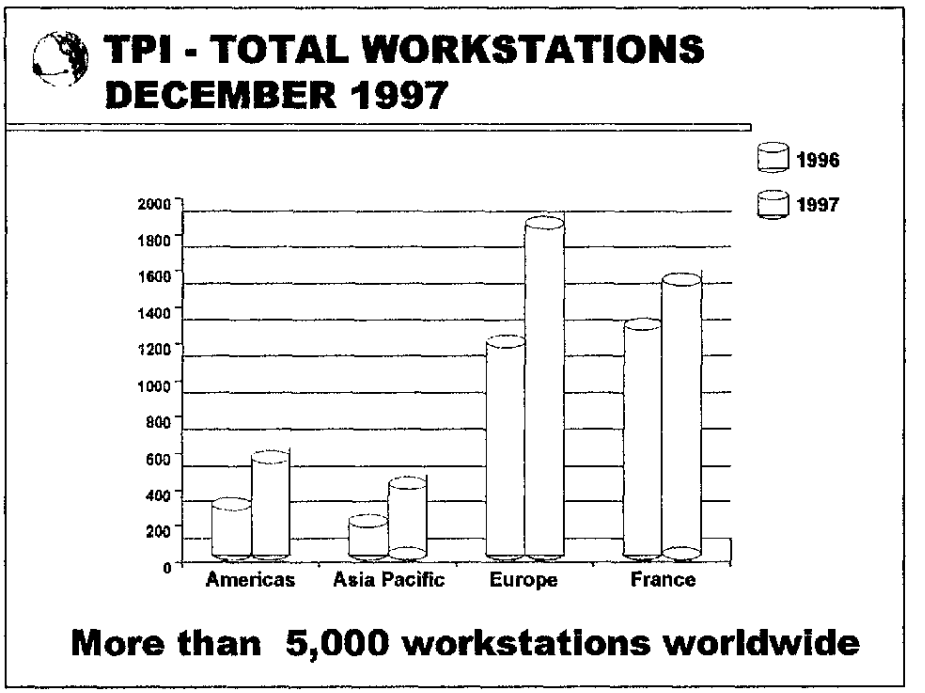


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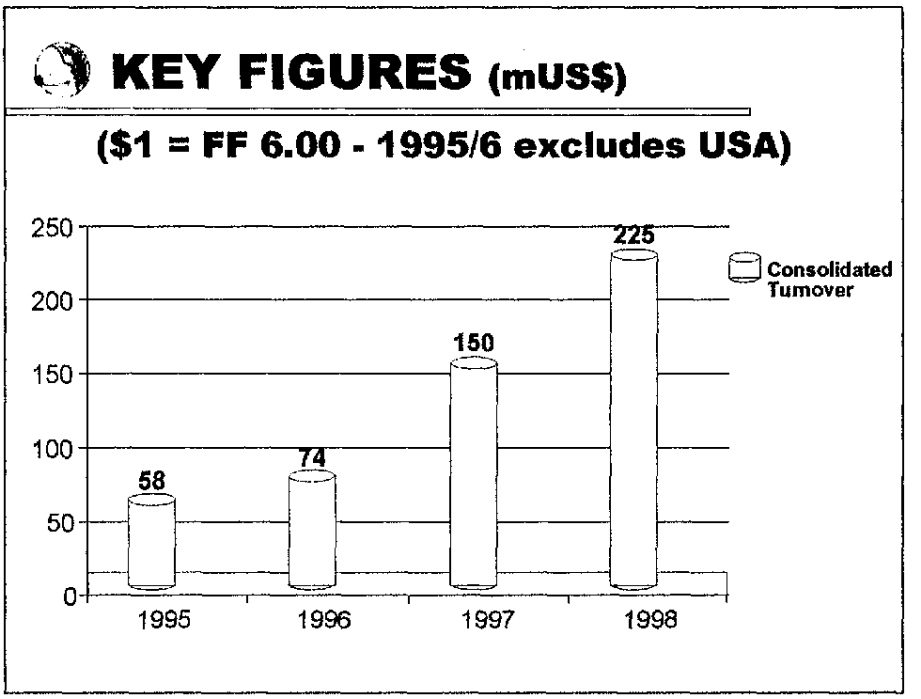


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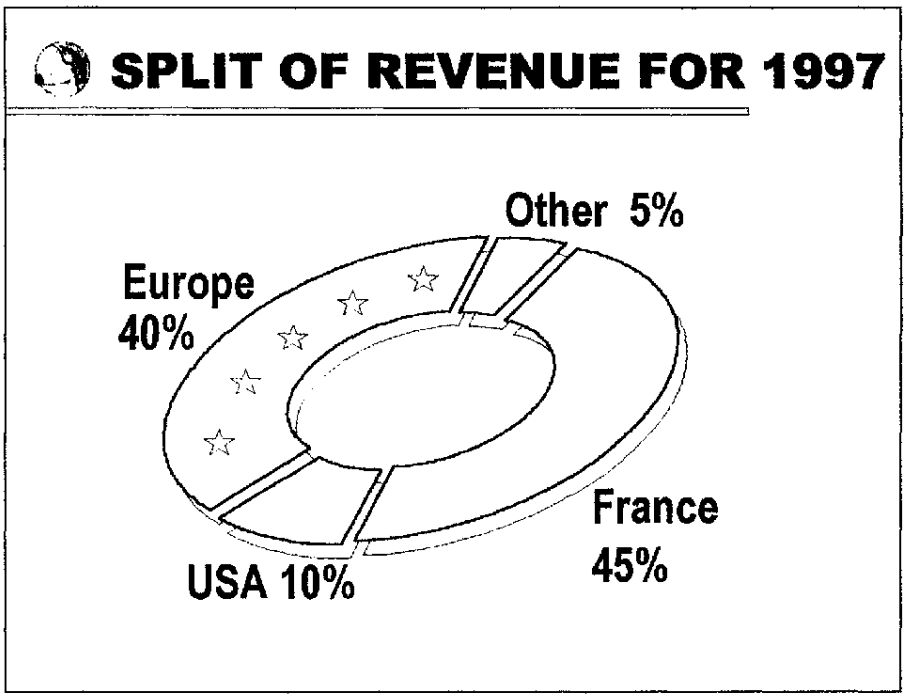


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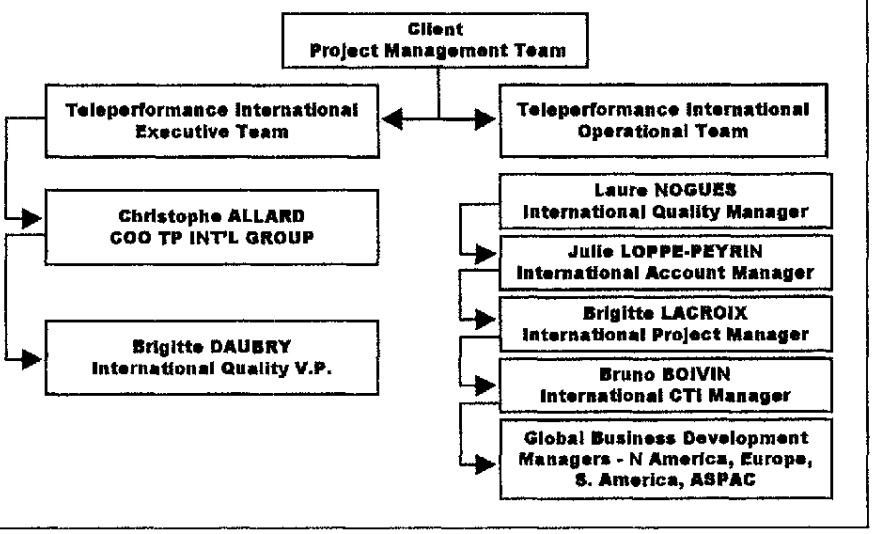
# TELEPERFORMANCE INTERNATIONAL MANAGEMENT TEAM

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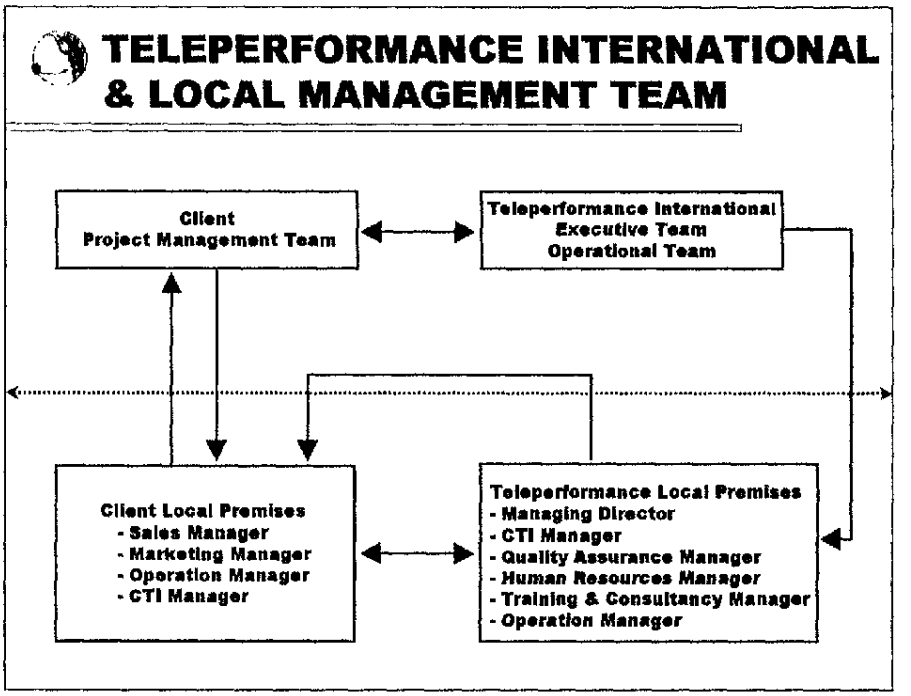




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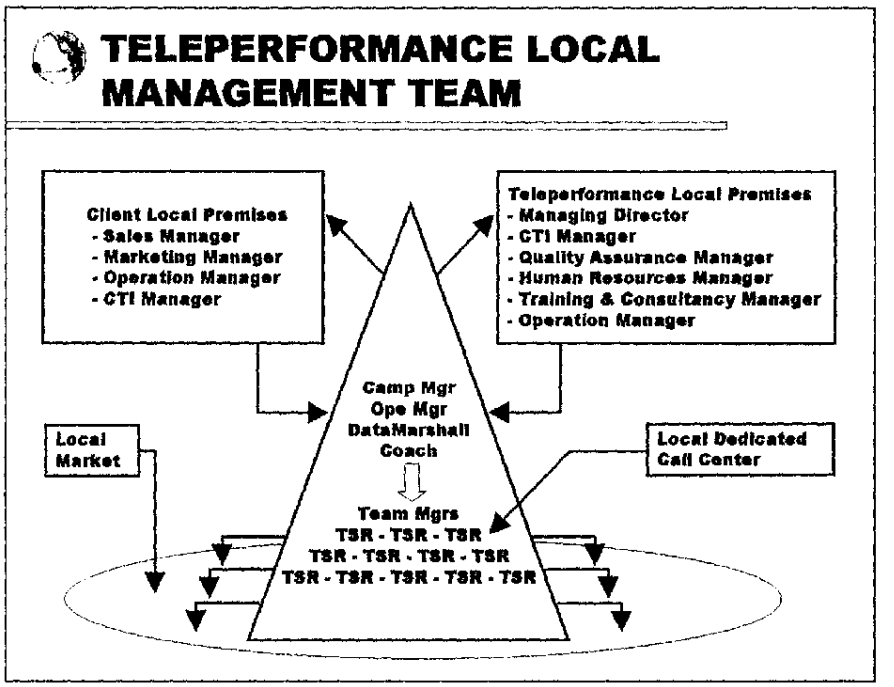




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# A DIVERSIFIED CLIENT BASE INCLUDING ...

American Express - Apple - Axa Assurances - Barclays Bank - Bertelsmann - BMW - BNP - Canal + - Canon - Carrefour - Cigna - Citibank - Citroën - Compaq - Compuserve - Crédit Mutuel - CUC - D.H.L - Digital Equipment - Eastman Kodak - Elf - The European Commission - Federal Express - Federal Financial - Ford Motors .....

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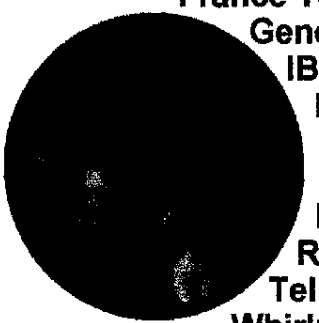
## A DIVERSIFIED CLIENT BASE INCLUDING ...



France Telecom - GE Capital - General Motors - Hewlett Packard - IBM - Mercedes Benz - Microsoft - Nestle - Oracle Corporation - Otto Versand - Peugeot - Pirelli - Procter & Gamble - Xerox - Readers Digest - Reed - Elsevier - Renault - ABN Amrobank - Sony - Telia - Time Warner - Total - Whirlpool - Yves Rocher - ....

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# OUR FUTURE

- e end of the century
- Coverage in 40 countries .....
- Representing 90% of the world's GNP ...
- Global ISO 9002 for the Group ...

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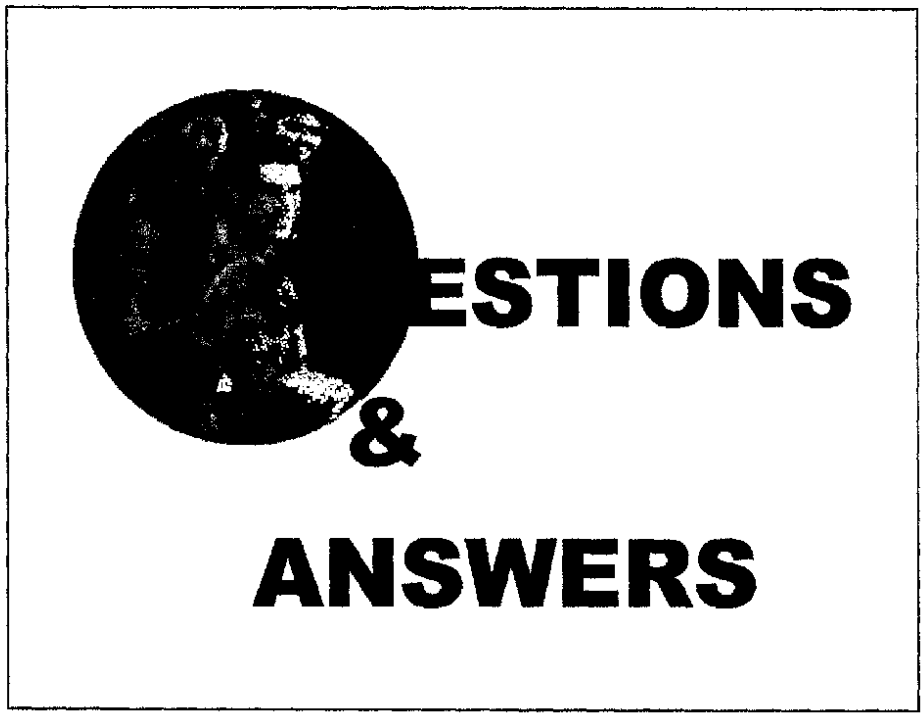


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